



A FEW THINGS TO KEEP IN MIND WHEN STARTING YOUR ESL TAXPAYER PROGRAM

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1) Focus on your client group

- Who are they?
 - What language(s) do they speak?
 - Where do they live?
 - How will you get to them?
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2) Be Bilingual

- Title VI requires that you make provision to serve any ESL taxpayer who walks in the door, but it doesn't require a commitment to being bilingual for every language group that exists.
- Once you have focused on who your clients will be, you need to make that commitment for them. That is, you must be sure that you are bilingual at every step of the process.

This includes:

- Office signs
 - Phone lines/messages/intake screeners/receptionists
 - Advocates
 - Stationery, business cards, outreach material
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- ❖ If you must use interpreters and translators, train non-bilingual staff in how to work with interpreters and translators.
- ❖ Remember: it is very easy for ESL clients to be put off by your organization if it seems too hard to access your services. You need to build trust with them. This is one way to do that.

3) Go To Your Clients

- Do outreach where they live or work
 - ABLE's Farmworker program conducts outreach visits at dozens of camps throughout Ohio.
- Do outreach when they are available
 - Farmworker outreach is often done in the evenings after working hours.
 - During tax season, ABLE has done outreach after Sunday Mass at churches.

- Do outreach with agencies or community groups your clients already know
 - ABLE works with agencies such as En Camino and Falcon to distribute materials and facilitate meetings.
- Again: work on building trust and getting clients to know you in settings in which they are comfortable.

4) Adapt and Innovate-Don't Reinvent the Wheel

- Make use of your existing community relationships to reach clients and get information to them.
 - Add your tax information into presentations that you already do.
 - Write down what you already do for or tell to clients.
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